

Message Text

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ACTION EUR-12

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R 131006Z APR 77
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 9562
USDOC WASHDC
INFO AMEMBASSY THE HAGUE
AMEMBASSY PARIS
AMEMBASSY LUXEMBOURG

UNCLAS BRUSSELS 03620

E.O. 11652:N/A
TAGS:BEXP,BTRA,BE
SUBJECT: TRADE MISSION: FRANCHISING

REF: BRUSSELS 8106 OF SEPTEMBER 11, 1975.

COMMERCE FOR FIELD BIC

1.SUMMARY: EMBASSY SUGGESTS POSSIBLE TRADE MISSION ON
FRANCHISING BE ORGANIZED WITH BELGIAN FRANCHISING ASSOCIATION
DURING SEMINAR/SYMPOSIUM ENVISAGED FOR SEPTEMBER 1979.
COMMERCE SHOULD CONTACT MR.COPPONS OF EUROPEAN FRANCHISING
CONSULTANTS WHO WILL BE IN WASHINGTON ON APRIL 18 TO LEARN
MORE OF CURRENT SITUATION IN BELGIUM IN PARTICULAR.

2. EMBASSY UNDERSTANDS THAT COMMERCE MIGHT WISH TO
CONSIDER ORGANIZING FRANCHISING TRADE MISSION TO WESTERN
EUROPE IN FY 1979. AS WE HAVE NOTED IN REFTEL, BELGIAN
MARKET IS REASONABLY FAMILIAR WITH CONCEPT AND SOME
FRANCHISERS HAVE MET WITH SUCCESS. INFORMATION CONTAINED
IN REFTEL IS STILL APPLICABLE WITH THE EXCEPTION OF THE
SCHEDULE EVENTS MENTIONED.

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3. VISUMAT/FRANCHISING 78 SHOW IS SET FOR SEPT. 18-22
1978 AND WOULD APPEAR TO BE EXCELLENT SHOWCASE FOR
SETTING UP BUSINESS INFORMATION OFFICE CONSISTING OF
GROUP OF FIRMS MAKING UP TRADE MISSION. HOWEVER,
TIMING WOULD NOT FALL WITHIN FY 1979.

4. BELGIAN FRANCHISING ASSOCIATION DIRECTOR, ROGER

JANSSENS, INFORMED US THAT FOR 1979 HIS GROUP PLANNED TENTATIVELY TO HOLD SEMINAR/SYMPOSIUM WITH EUROPEAN FRANCHISING FEDERATION (HEADQUARTERS: PARIS) IN BRUSSELS IN SEPTEMBER 1979. HE THOUGHT THAT TM WOULD FIT IN WELL WITH PLANNING OF HIS GROUP AND OFFERED TO BE AS HELPFUL AS POSSIBLE. HE NOTED FURTHER THAT ANY PROGRAM WOULD BE WORKED OUT IN CONJUNCTION WITH INTERNATIONAL FRANCHISE ASSOCIATION (WASHINGTON D.C.).

5. BRUSSELS IS PARTICULARLY WELL SERVED BY TWO CONSULTANT FIRMS SPECIALIZING IN FRANCHISING. ONE FIRM, KEVIN EUROPE S.P.R.L., PLACE A. LEEMANS 6, BTE 5, 1050 BRUSSELS (TEL: 538.59.56) IS DIRECTED BY AN AMERICAN MR KEN LEVIN, WHO IS SPECIALIST IN RESTAURANT FRANCHISING. MR. LEVIN, INDICATED TO EMBASSY THAT HE WOULD BE PREPARED TO UNDERTAKE MARKET STUDY IF SO DESIRED BY COMMERCE.

6. SECOND FIRMS IS: EUROPEAN FRANCHISE CONSULTANTS, BD. LAMBERMONT 106, 1030 BRUSSELS (TEL: 241.56.51). DIRECTOR OF FIRM, MR. MARCEL COPPENS, IS A SPECIALIST IN ALL AREAS OF FRANCHISING. HE WILL BE TAKING A GROUP OF 32 DUTCH BUSINESSMEN TO THE UNITED STATES NEXT WEEK TO LOOK INTO FRANCHISING POSSIBILITIES. MR. COPPENS WILL BE IN WASHINGTON D.C. FROM APRIL 16-19 AND THE GROUP WILL BE STAYING AT THE HOTEL DUPONT-PLAZA. ON APRIL 18 HIS GROUP WILL BE ATTENDING MEETINGS SET UP BY SMALL BUSINESS ADMINISTRATION. EMBASSY GAVE MR COPPENS TEL NUMBERS OF CMM PETER FIELD AND ASST. UNCLASSIFIED

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CMM BOBETTE ORR. HE PROMISED TO GET IN TOUCH WITH FIELD/ORR IN ORDER TO ARRANGE MEETING. EMBASSY BELIEVES THAT CMM WILL BENEFIT FROM BRIEFING WHICH COPPENS CAN GIVE ON FRANCHISING SITUATION IN BELGIUM AND INDEED FOR MUCH OF WESTERN EUROPE.

7. MINISTRY OF MIDDLE CLASSES AND MINISTRY OF ECONOMIC AFFAIRS ARE CURRENTLY WORKING UP A DRAFT LAW ON FRANCHISING. IN ADDITION BELGIAN FRANCHISING ASSOCIATION HAS PUT TOGETHER " CODE OF FAIR FRANCHISING" FOR ITS MEMBERSHIP. EMBASSY IS TRANSMITTING DRAFT LAW AND CODE TO COMMERCE (ATTN: PETER FIELD).

8. ACTION REQUESTED: CMM FIELD OR ACMM ORR MEET WITH COPPENS AND/OR ENTIRE GROUP TO DISCUSS FRANCHISING SITUATION IN BENELUX AND WESTERN EUROPE IN GENERAL. RENNER

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